



Research on the Impact of Public Welfare Marketing Effect on Consumer Brand Loyalty in Fast-Moving Consumer Goods (FMCG) Enterprises

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Abstract. With the surge in the development of public welfare, various industries have been adopting diverse marketing strategies, with enterprises increasingly aligning with public welfare marketing. In the production sector, as the brand concentration in FMCG enterprises continues to rise and the advantages of best-selling brands gradually expand, these enterprises are accumulating their brand image through public welfare marketing strategies. Compared to other enterprises that have not engaged in public welfare marketing, FMCG enterprises that implement such strategies tend to have a higher degree of consumer brand loyalty. As a special form of marketing, studying the effect of public welfare marketing on consumer brand loyalty has significant theoretical and practical implications.

This study integrates marketing theories to analyze and research the public welfare marketing strategies of FMCG enterprises. By reviewing various literature, hypotheses are constructed regarding the relationship between dependent and independent variables. A questionnaire survey method is employed to investigate the factors influencing consumers in some domestic FMCG enterprises that implement public welfare marketing. Through the analysis of the survey results, it is found that consumer motivation perception, enterprise reliability, brand marketing promotion, brand involvement, public welfare matching degree, and consumer purchase intention and brand loyalty have a positive impact. For FMCG enterprises, public welfare marketing is more conducive to fostering consumer brand loyalty as a marketing approach. As producers of products used daily by consumers, FMCG enterprises should focus on improving product quality, enhancing service quality, and building consumer brand loyalty as the direction for future development.

Keywords: Public welfare marketing; Brand loyalty; Fast-moving consumer goods (FMCG) enterprises.

1 Introduction

Fast-moving consumer goods (FMCG) include food, personal hygiene products, tobacco, alcohol, and beverages, among various product categories. In terms of marketing, FMCGs are challenging, characterized by variability, flexibility, and frequent innovation. They are ever-changing, with new strategies emerging continuously, always at the forefront of market marketing. The FMCG industry has a low entry barrier and low cost, with quick capital recovery, which leads to a market flooded with products and a multitude of manufacturers, each occupying a certain market share. Consequently, the market competition is exceptionally fierce. Many small and medium-sized FMCG manufacturers can also secure a niche in a specific region (Niedermeier et al., 2021)[1].

According to long-term tracking and market observation by relevant institutions, the brand concentration in the FMCG market has been increasing annually, and the advantages of best-selling brands are gradually expanding (Stewart et al., 2018)[2]. For instance, as early as 2016, CTR China Market Research Consumer Panel conducted continuous monitoring of over 60 categories of FMCG in 85 Chinese cities, indicating significant changes in market concentration. Although the concentration in many categories is still not high, there is a general trend of increasing concentration, especially in categories such as instant noodles, milk, shampoo, and batteries, which have essentially entered a semi-monopoly phase.

In recent years, charitable activities have increasingly become a common marketing tool for international enterprises, and various industries are exploring public welfare marketing strategies. Many international enterprises have gradually recognized the benefits of public welfare marketing, with large enterprises enhancing their overall awareness in public welfare and leveraging public welfare activities to improve their public welfare brand image. In international cases, large enterprises often strengthen the role of public welfare in marketing through various forms of public welfare activities, while highlighting the public welfare value of the enterprise through the core of marketing.

From the perspective of consumer changes, Gong et al. (2020) found that more and more consumers are paying attention to public welfare actions, caring about the environment, and focusing on vulnerable groups, while also giving a lot of support to enterprises' public welfare marketing activities[3]. It can be seen that enterprises have gained the recognition and support of a wide range of consumers in carrying out public welfare marketing activities.

From a business practical perspective, no matter how enterprises publicize the concept of charity in actual good cause activities, the essence of public welfare marketing is always a means to achieve the marketing goals of enterprises, with public welfare as a premise. In layman's terms, it is a means to achieve the marketing objectives of enterprises. Whether public welfare marketing is widely recognized and accepted by consumers is crucial. Therefore, enterprises engaged in public welfare marketing cannot be eager for quick success like traditional marketing concepts; how to gain public support is more worth considering. As a typical representative of public welfare marketing, the public welfare marketing behavior of FMCG enterprises has a certain representativeness. What factors influence consumers to choose FMCG brands has become a

question of concern for many scholars, and from the perspective of enterprise practice, it is also a focus of attention in the industry.

2 Research Hypotheses and Model Design

2.1 Public Welfare Marketing

Abdullahi(2019) suggests that the objectives of social marketing and public welfare marketing differ[4]. The goal of social marketing is to change social behavior and consciousness, and its organizational form is generally non-profit organizations. In contrast, the primary purpose of public welfare marketing is to achieve certain marketing objectives through marketing activities. Secondly, public welfare marketing requires cooperation between enterprises and non-profit organizations, as well as various forms of donations and charitable institutions to achieve goals.

It can be seen that consumers can perceive whether the enterprise is genuinely fulfilling its social responsibilities or merely posturing. The matching degree of public welfare project investment and related public welfare marketing promotion will provide security for the implementation of public welfare activities. At the same time, the high or low level of brand involvement in public welfare marketing will lead to the enterprise's impact on the effectiveness of public welfare marketing. Therefore, this paper, based on the internationally recognized marketing satisfaction evaluation model framework (Arora & Narula, 2018[5]), is based on the key dimensions of public welfare marketing perceived by customers as motivation perception, reliability, public welfare matching degree, marketing promotion, and brand involvement.

2.2 The Impact of Corporate Public Welfare Marketing Effect on Purchase Intention

Zoghaib(2017) demonstrated through research that the credibility of brand endorsers is divided into three dimensions: prestige, product relevance, and trustworthiness, and brand attitude is divided into three dimensions: brand cognition, brand emotion, and purchase intention, and brand loyalty is divided into two dimensions: attitudinal loyalty and behavioral loyalty[6]. The brand emotion and purchase intention dimensions of consumer brand attitude have a positive impact on all dimensions of brand loyalty, with brand trust having the most significant influence on all dimensions of brand loyalty.

When consumer purchase intention is considered as a factor that directly affects the effect of corporate public welfare marketing, the effect of corporate public welfare marketing is closely related to consumer purchase intention (Hussain & Ali, 2015[7]). During the consumption process, a positive and proactive consumer motivation perception plays an active role. Enterprises can judge consumer perception of public welfare activities through consumers' evaluation of public welfare activities, and at the same time, consumer reliability is a prerequisite for consumers to trust the brand and the quality of products, thereby leading to consumer purchase intention (Husnain & Toor, 2017[8]). Consumers will choose based on the matching degree of public welfare activities, the

higher the matching degree of the enterprise's public welfare activities and public welfare products with consumers, the higher the consumer's purchase intention. Marketing promotion is a key link in enterprises' marketing activities and often determines the position of the product in the minds of consumers. Consumer perception of marketing promotion is also particularly important. For consumers at different levels, personalized marketing methods are carried out to promote consumer purchasing behavior. At the same time, consumers, as the main body of public welfare activities, whether the content of public welfare activities can attract consumers is a prerequisite (Chang, 2019[9]). Enterprises can judge consumer perception of public welfare activities through consumers' evaluation of public welfare activities, and then measure the degree of involvement to influence consumer purchase intention (Ballings. et al., 2018[10]). Therefore, based on the above, the following hypothesis is proposed:

H1: The effect of corporate public welfare marketing positively affects consumer purchase intention.

2.3 The Impact of Corporate Public Welfare Marketing Effect on Brand Loyalty

Hussain & Ali (2015) found that consumer purchase intention is related to the consumer's perception of the quality of their own brand, the consumer's supermarket brand loyalty, and the consumer's manufacturer brand loyalty[11]. Alhaddad (2015) through research on brand trust, discovered that the consumer's sense of trust in the brand affects consumer brand loyalty, but this sense of loyalty is the consumer's intentional brand loyalty[12]. Zhang. et al. (2019) in their study on credibility, found that, on one hand, the credibility of media spread by online organizations is the highest, followed by online interpersonal communication[13]; on the other hand, online interpersonal communication has a significant impact on brand awareness, brand recognition, and brand association. Troy & Kerry(2010) identified in their study of six factors affecting consumer perception in public welfare marketing that the consumer's involvement with the brand has the greatest impact on brand trust, followed by the consumer's attitude towards public welfare and the credibility of the enterprise, while the matching degree of beverage enterprises with public welfare has not shown a significant impact on brand trust[14]. Panigrahi (2019) in a study using Xiaomi as an example, found that any marketing method is based on consumer attention, and the key to virtual brand community interaction lies in how to manage the community and analyze consumer purchase intention[15]. The final results show that the marketing method in the process of virtual brand community interaction is conducive to improving consumer purchase intention and cultivating consumer brand loyalty. Huang(2017) found in his research that, for offline physical stores, promotion through social media can actively enhance users' purchase intention and actively enhance users' loyalty to the brand[16]; Sasmita & Suki(2015) predicted people's behavioral loyalty through corporate social responsibility and found in their research that involvement can affect people's loyalty to the enterprise[17].

When brand loyalty serves as a direct factor of corporate public welfare marketing effect, consumers, as the main body of public welfare activities, are attracted by the

content and motives of the public welfare activities, which can generate a certain level of favorability towards the company, thereby forming loyalty; consumers can learn about the social evaluation and credibility of the enterprise through other channels, and when consumers have needs, they will make product consumption or purchases based on their own understanding of product recognition and reputation. Once consumers form consumption habits, the brand loyalty that enterprises pursue will be within reach (Coelho. et al., 2018[18]); when purchase intention and brand loyalty serve as direct factors affecting public welfare matching degree, if the enterprise matches the planned public welfare activities, then the level of public welfare matching degree will directly affect consumer brand loyalty; personalized marketing methods can promote corporate consumer behavior, and efficient marketing promotion can enhance consumer brand loyalty (Pappu,2016[19]); enterprises can judge consumer perception of public welfare activities through consumer evaluation of public welfare activities, and then measure the degree of involvement. Any form of public welfare should be based on consumers and the beneficiaries of public welfare activities as the main body, rather than being profit-oriented. Once the enterprise gains positive trust and evaluation from the public, it will definitely create unlimited benefits beyond profit (Bilgin, 2018[20]). Therefore, the following hypothesis is proposed:

H2: The effect of corporate public welfare marketing positively affects consumer brand loyalty.

2.4 The Impact of Purchase Intention on Brand Loyalty

Ghali-Zinoubi. et al(2019) found through empirical research that the higher the perceived product value of consumers, the higher their purchase intention[21]. Additionally, the higher the perceived potential value, the more likely they are to spread positive word-of-mouth, and at the same time, form a higher degree of brand loyalty. Yusuf & Busalim(2018) also found that consumers' perceived value positively affects their willingness to repurchase, thereby affecting brand loyalty[22]. Therefore, based on the above, the following hypothesis is proposed:

H3: Consumer purchase intention positively affects consumer brand loyalty.

2.5 The Mediating Impact of Purchase Intention between Corporate Public Welfare Marketing Effect and Consumer Brand Loyalty

Li & Li(2020) conducted research on consumer purchase intention in the e-commerce environment and found that consumer involvement affects their purchase intention and plays a certain moderating role in brand recognition behavior[23]. Sun. et al. (2021) found through research that the impact of corporate social responsibility matching degree on consumer brand loyalty is not significant, mainly achieved through indirect effects such as purchase intention, mainly to make consumers aware of the enterprise's public welfare matching degree[24]. Chen. et al. (2020) found in their research that, for offline physical stores, promotion through social media can actively enhance users' purchase intention and actively enhance users' loyalty to the brand[25]. Michaelidou & Dibb(2006) found that consumers have ethnocentric tendencies in their minds, and in

terms of consumer involvement and purchase intention for domestic products, they found that involvement affects people's product purchase intention and then produces brand loyalty behavior[26].

When the effect of corporate public welfare marketing serves as a factor affecting consumer brand loyalty, if the purchased product has this influencing condition, it can increase consumer purchase intention and brand loyalty. During the consumption process, positive consumer motivation perception, credibility, and public welfare matching lead to positive consumer motivation perception. Consumers can learn about the social evaluation and credibility of the enterprise through other channels. When consumers have needs, they will consume or purchase products based on their own understanding of product recognition and reputation (Kumar& Ghodeswar, 2015[27]). Once consumers form consumption habits, the brand loyalty that enterprises pursue will be within reach. Therefore, the following hypothesis is proposed:

H4: Purchase intention has a positive mediating impact between the effect of corporate public welfare marketing and consumer brand loyalty.

3 Construction of the Relationship Model

3.1 Research Model Design

By reviewing the literature on factors affecting the transformation intention of enterprises mediated by intellectual property rights, and analyzing the impact of factors within the corporate public welfare marketing effect on consumer brand loyalty, combined with previous scholars' research theories on motivation perception, reliability, public welfare matching degree, marketing promotion, brand involvement, and consumer satisfaction characteristics, a conceptual model is constructed for the current impact of consumer purchase intention and brand loyalty based on the effect of corporate public welfare marketing. The model shows the positive influence of corporate public welfare marketing effect on consumer purchase intention and brand loyalty, and the mediating role of consumer purchase intention between the corporate public welfare marketing effect and brand loyalty. The final model is shown in Figure 1 as follows:

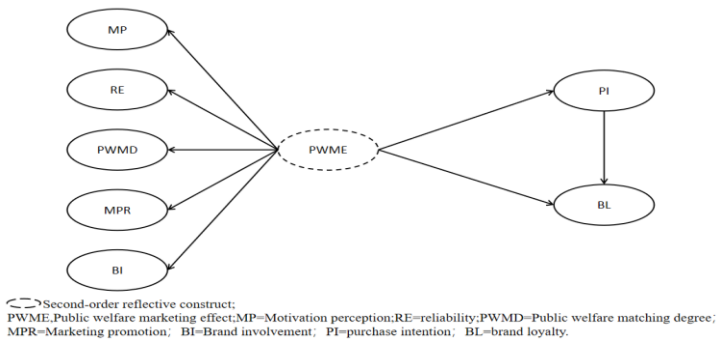


Fig. 1. Model Construction

3.2 Scale Development and Survey Design

Scale Development.

Based on the aforementioned hypotheses, this study has conducted the development of a scale. In terms of scale selection, this study intends to use the 7-point Likert scale, which is very mature in sociological research, to measure user attitudes, with 1 indicating "completely disagree" and 7 indicating "completely agree." To ensure the reliability and validity of the scale, the scale used in this study has been adapted based on the scales used in previous related research. All survey items have been referenced from more mature scales (Ferrer. et al., 2018[28]; Yost & Cheng, 2021[29]; Watts & Giddens, 2017[30]; Zhou. et al., 2019[31]; Ogbu, C. P.,2017[32]; Shiue & Li, 2019[33]; Li & Li, 2021[34]; Huang,2017[35]). See Table 1.

Table 1. Measurement items of constructs

Construct	Measurement Item	Source
MP	MP1: I believe that the motive behind fast-moving consumer goods (FMCG) companies engaging in public welfare marketing is positive. MP2: I think that FMCG companies participate in public welfare activities to gain high attention from consumers. MP3: I believe that FMCG companies get involved in public welfare activities to encourage consumers to purchase their products. MP4: I think that FMCG companies participate in public welfare activities to build a good brand image. MP5: I consider the participation of FMCG companies in public welfare activities to be altruistic.	Ferrer. et al., 2018; Yost & Cheng ,2021
RE	RE1: I believe that fast-moving consumer goods (FMCG) enterprises are loyal. RE2: I believe that FMCG enterprises are reliable. RE3: I believe that FMCG enterprises' participation in public welfare activities is trustworthy. RE4: I believe that FMCG enterprises are approachable. RE5: I believe that FMCG enterprises are reassuring.	Watts & Giddens, 2017
PWMD	PWMD1: I think that FMCG enterprises are compatible with public welfare activities. PWMD2: I believe that the cooperation between FMCG enterprises and public welfare activities is convincing. PWMD3: I believe that the cooperation between FMCG enterprises and public welfare activities is reassuring. PWMD4: I think that the cooperation between FMCG enterprises and public welfare activities is very meaningful. PWMD5: I believe that the cooperation between FMCG enterprises and public welfare activities is very valuable.	Zhou.et al.,2019
MPR	MPR1: I often see reports about FMCG enterprises supporting public welfare. MPR2: I trust the content of the public welfare activities of FMCG enterprises. MPR3: The media promotion effect of FMCG enterprises on public welfare activities is good.	Ogbu, C. P.,2017

	<p>MPR4: If FMCG enterprises do not publicize their public welfare activities, I might not know about them.</p> <p>MPR5: If FMCG enterprises promote their public welfare activities, I will support their activities.</p>	
BI	<p>BI1: I inherently like it when FMCG enterprises participate in public welfare.</p> <p>BI2: I myself will participate in public welfare activities of FMCG enterprises.</p> <p>BI3: If FMCG enterprises support public welfare activities that interest me, I will pay more attention.</p> <p>BI4: I would recommend others to buy from FMCG enterprises to support public welfare activities.</p>	Shiue & Li,2013
PI	<p>PI1: I will purchase products from a specific FMCG enterprise.</p> <p>PI2: Among similar products, I support a specific FMCG enterprise more.</p> <p>PI3: I will purchase other products from a specific FMCG enterprise.</p> <p>PI4: I will buy products from a specific FMCG enterprise to support their public welfare activities.</p>	Li & Li,2021
BL	<p>BL1: In the future, I plan to continue supporting a specific brand of FMCG.</p> <p>BL2: In the future, I am willing to continue buying products from a specific FMCG brand.</p> <p>BL3: In the future, I will often buy products from a specific FMCG brand.</p> <p>BL4: I am willing to recommend a specific FMCG brand to my friends.</p>	Huang,2017
MP	<p>MP1: I believe that the motive behind fast-moving consumer goods (FMCG) companies engaging in public welfare marketing is positive.</p> <p>MP2: I think that FMCG companies participate in public welfare activities to gain high attention from consumers.</p> <p>MP3: I believe that FMCG companies get involved in public welfare activities to encourage consumers to purchase their products.</p> <p>MP4: I think that FMCG companies participate in public welfare activities to build a good brand image.</p> <p>MP5: I consider the participation of FMCG companies in public welfare activities to be altruistic.</p>	Ferreret. al., 2018;Yost & Cheng ,2021

Note1:MP=Motivation perception; RE=reliability; PWMD=Public welfare matching degree; MPR=Marketing promotion; BI=Brand involvement; PI=purchase intention; BL=brand loyalty. Public welfare marketing effect is a second-order reflective construct, so no estimation is given here.

4 Data Analysis

4.1 Implementation of Survey and Descriptive Statistical Analysis

The subjects of this study's survey are individuals from all walks of life who have purchased or consumed fast-moving consumer goods (FMCG). The survey was conducted through a questionnaire method, with the survey process facilitated by the Question Star platform in an online format. Hair., et al(2019) suggests that if the scale has fewer

than 40 items, an optimal sample size is 200 participants[36]. Reviewing similar domestic studies, the sample size is generally around 400. Therefore, the sample for this survey is determined to be between 400 and 500 copies.

The survey process was facilitated by the Question Star platform in an online format. After a special survey conducted from January to March 2024, a total of 534 questionnaires were collected, and those with completion times less than 120 seconds were manually screened and removed. Ultimately, 479 valid questionnaires were obtained for empirical research, with a qualification rate of 95.8%.

In this survey, combined with the results of demographic descriptive analysis, in terms of gender structure, there were 230 males and 249 females, with males accounting for 48% and females accounting for 52%; in terms of age structure, the surveyed FMCG consumers were concentrated in the 18-25 age group, with 36% of the participants in this age range, and the distribution across all age groups was relatively even; in terms of monthly disposable income, the sample with "3001-5000 yuan" accounted for 41.8%, indicating that the monthly disposable income of the surveyed FMCG consumers is generally between "3001-5000 yuan"; in terms of the educational background of the respondents, most of the interviewees were at the level of junior college and below and with a bachelor's degree, totaling 405, accounting for 84.6%. Relatively speaking, the survey results are not limited by educational factors and are more in line with the actual distribution.

4.2 Reliability and Validity Testing

To verify the structural validity, we conducted two tests: convergent validity test and discriminant validity test. Fornell and Larcker (1981) propose that if the factor loading of the indicator is greater than 0.5, the extracted average variance (AVE) is greater than 0.5, and the reliability is greater than 0.7, then the structure has convergent validity. Table 3 shows that all structures comply with the recommendations proposed by Fornell and Larcker (1981), indicating good convergent validity. In addition, the square root of AVE was tested against the correlation coefficients of the structure to confirm discriminant validity[37]. According to Tables 2 and 3, these structures exhibit discriminant validity.

Table 2. Reliability analysis and convergent validity

Construct	Measurement items	Factor loading	Cronbach's Alpha	rho_A	Composite reliability	AVE
MP	MP1	0.857	0.908	0.918	0.931	0.730
	MP2	0.842				
	MP3	0.858				
	MP4	0.879				
	MP5	0.835				
RE	RE1	0.939	0.960	0.960	0.969	0.863
	RE2	0.929				
	RE3	0.937				

	RE4	0.932				
	RE5	0.908				
PWMD	PWMD1	0.912				
	PWMD2	0.922				
	PWMD3	0.919	0.954	0.954	0.964	0.843
	PWMD4	0.923				
	PWMD5	0.916				
MPR	MPR1	0.896				
	MPR2	0.905				
	MPR3	0.925	0.940	0.944	0.954	0.808
	MPR4	0.861				
	MPR5	0.904				
BI	BI1	0.928				
	BI2	0.933				
	BI3	0.939	0.945	0.946	0.960	0.858
	BI4	0.905				
PI	PI1	0.929				
	PI2	0.921				
	PI3	0.920	0.941	0.942	0.958	0.849
	PI4	0.916				
BL	BL1	0.942				
	BL2	0.949				
	BL3	0.948	0.955	0.955	0.967	0.882
	BL4	0.916				

Note1:MP=Motivation perception; RE=reliability; PWMD=Public welfare matching degree; MPR=Marketing promotion; BI=Brand involvement; PI=purchase intention; BL=brand loyalty. Public welfare marketing effect is a second-order reflective construct, so no estimation is given here.

Table 3. Correlation matrix.

	MP	RE	BI	BL	CME	MPR	PI
MP	0.852						
RE	0.272	0.929					
BI	0.191	0.289	0.926				
BL	0.212	0.297	0.413	0.939			
PWMD	0.568	0.650	0.659	0.460	0.579		
MPR	0.270	0.186	0.356	0.332	0.655	0.898	
PI	0.239	0.299	0.338	0.389	0.461	0.348	0.922

Note1:MP=Motivation perception; RE=reliability; PWMD=Public welfare matching degree; MPR=Marketing promotion; BI=Brand involvement; PI=purchase intention; BL=brand loyalty. Public welfare marketing effect is a second-order reflective construct, so no estimation is given here.

Note 2: The diagonal line of the correlation matrix represents the square root of AVE.

4.3 Path Analysis and Hypothesis Testing

As can be seen from Table 4 and Figure 2, for hypotheses H1, H2, and H3, the Original Sample (O) values are 0.655, 0.461, and 0.225, respectively, with T-values of 21.377, 12.354, and 4.542, respectively. The P-values for all are less than 0.05, indicating that hypotheses H1, H2, and H3 are supported.

The table above is based on the path coefficient test using the Bootstrap method with Smart PLS3.0 software, with the sample being resampled 5000 times to calculate the 95% confidence interval. The results from the table show that the mediating path effect value for [Public Welfare Marketing Effect → Purchase Intention → Brand Loyalty] is 0.104, with a T-value of 4.465, and the P-value is less than the significant level of 0.05, indicating the existence of the mediating effect. Therefore, hypothesis H4 is supported.

Table 4. Summary of hypotheses testing results

hypotheses	Path	Original Sample (O)s	T-value	Supported
H1	PWME-> BL	0.655	21.377***	Yes
H2	PWME-> PI	0.461	12.354***	Yes
H3	PI -> BL	0.225	4.542***	Yes
H4	PWME-> PI -> BL	0.104	4.465***	Yes

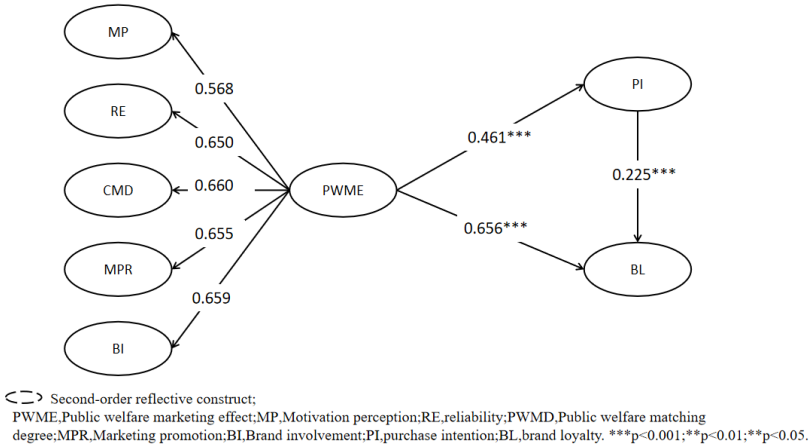


Fig. 2. Hypothesis verification diagram

5 Research Conclusions and Recommendations

5.1 Research Conclusions

Integrating the analysis of the impact of public welfare marketing by fast-moving consumer goods (FMCG) companies on consumer brand loyalty, it is evident that the five factors introduced in this study played a significant role in the research process. Motivation perception, reliability, public welfare matching degree, marketing promotion, and brand involvement can directly and positively affect purchase intention and brand loyalty. Consistent with the findings of Stewart, R. et al. (2018), Abdullahi, S. I. (2019), and Alhaddad, A. (2015), consumers of FMCG are willing to participate in the brand's public welfare activities by purchasing products related to public welfare activities.

5.2 Research Recommendations

To better establish consumer motivation perception, based on the results derived from the data of this study, the following five aspects are recommended for optimization:

Create a Positive Consumer Motivation Perception.

Establish a good atmosphere for public welfare activities. Select appropriate public welfare projects. Before determining public welfare activities, it is essential to find suitable public welfare projects for planning to create a positive atmosphere for public welfare activities; create the right consumer scenarios to attract consumers' attention and generate the maximum consumer motivation perception. Identify consumer needs and design public welfare activities that meet consumer demands. The design of public welfare activities is an important prerequisite for improving consumer motivation perception.

Enhance the Credibility of Public Welfare Marketing.

Ensure the quality of public welfare products. Shape a good corporate brand image. Conduct effective public relations and advertising, and pay attention to the social evaluation of the enterprise. Internally, require employees and managers to represent a good image, and externally, make full use of public relations and advertising to create a positive corporate image. Strengthen the construction of public welfare culture. Form a cognitive understanding of the enterprise as a public welfare entity in the minds of consumers and establish a positive social evaluation of the enterprise in terms of public welfare. Add a public welfare culture wall to the corporate history and culture museum, start propagating from within the enterprise, and create a public welfare cultural atmosphere of the enterprise. On the basis of ensuring the quality of public welfare products, use word-of-mouth to win good market trust, and public reviews can allow the enterprise to spread public welfare activities at the fastest speed.

Create a Matching Degree that Fits Corporate Public Welfare.

Select public welfare projects suitable for the enterprise. Actively seek marketing methods that balance social responsibility and marketing benefits. While FMCG companies fulfill their social responsibilities, they should also create a positive perception among consumers, thereby increasing consumer brand loyalty. Combine hot topics of the moment, collect public welfare projects that consumers are interested in through official microblogs, small forums, etc., and let consumers express their most real feelings or insights about social life. Innovate in public welfare through channels and apply them in practice, with the concept of urban population precision farming, to enhance the matching degree of corporate public welfare.

Conduct Public Welfare Marketing Promotion.

Choose the right communication medium. Use various channels to publicize public welfare activities. Promote a social attitude among the public and target customers to support the enterprise in carrying out public welfare activities. At the same time, enterprises should use creative activity forms for all-round promotion of public welfare to arouse consumers' interest and resonance. Assess the quality of public welfare marketing promotion; write public welfare marketing plans and specify publicity methods that are in line with consumer preferences. Strengthen publicity and guide the public to recognize the benefits of public welfare marketing, actively guide the public to develop a sense of responsibility, core awareness, and alignment consciousness. Through public welfare activities, let some people participate first, and then drive another part of the public. Through personal participation in public welfare activities, they can have a sense of achievement and also exert their value in their spare time, and publicize the enterprise's public welfare.

Enhance Corporate Brand Involvement.

Select projects that interest consumers. Enhance consumer satisfaction. In public welfare marketing activities, the selected public welfare projects must be able to interest consumers in order to give them a sense of satisfaction and achieve the purchase of public welfare products. Develop personalized public welfare services. Provide personalized services for consumers to strengthen their brand identity, recognizing that consumers and public welfare activities are the main body, and consumers, public welfare activities, and enterprises as a whole, jointly promote the process of public welfare marketing; improve consumer participation. Hold on-site public welfare activities and invite consumers to participate in public welfare activities, plan activity processes along the thinking logic of consumers, and guide consumers to think about public welfare activities, turning participants in public welfare activities into staunch supporters of the corporate brand.

5.3 Research Limitations and Prospects

The limitations of this study mainly exist in the following aspects: the survey sample is limited, and the FMCG company consumers and even the national scope, this study is

a sampling survey of some provinces and cities, and the sample may not be extensive, and the form only chooses online surveys, which may limit the results of data surveys; research variable limitations. There are many differences in the establishment of brand loyalty among FMCG consumers, and variables may be omitted. It is difficult to include all in the research scope in actual research, and there are inevitably some issues that have not been considered. In combination with the above limitations of the study, future research will select samples from different regions of the country for comparison. The research mainly focuses on young consumers, and try to expand the sample scope to multiple cities. Increase the sample research volume.

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